

UTILITY PATENT APPLICATION TRANSMITTAL

Attorney Docket No.

291508005U

First Inventor or Application Identifier

Scott Eric Lipsky

Title

DYNAMICALLY TARGETING ONLINE ADVERTISING
MESSAGES TO USERS

Express Mail Label No.

EL696996816US

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO:

Box Patent Application
Commissioner for Patents
Washington, D.C. 20231

1. ☐ Authorization for Extensions & Fee Transmittal
(Submit an original and a duplicate for fee processing)

2. ☒ Specification [Total Pages] **18**
(preferred arrangement set forth below)

- Descriptive Title of the Invention
- Cross References to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to sequence listing, a table, or a computer program listing appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure

3. ☐ Applicant claims small entity status.
See 37 CFR 1.27

4. ☒ Drawing(s) (35 USC 113) [Total Sheets] **5**

5. Oath or Declaration [Total Pages] **5**

- a. ☐ Newly executed (original or copy)
- b. ☐ Copy from a prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 17 completed)
- i. ☐ DELETION OF INVENTOR(S)
Signed statement attached deleting
inventor(s) named in the prior application,
see 37 CFR 1.63(d)(2) and 1.33(b)

6. ☐ Application Data Sheet. (See 37 CFR 1.76)

7. ☐ CD-Rom or CD-R in duplicate, large table or
Computer Program (Appendix)

8. Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)

- a. ☐ Computer-Readable Copy
- b. Specification Sequence Listing on:
 - i. ☐ CD-ROM or CD-R (2 copies); or
 - ii. ☐ paper
- c. ☐ Statements verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

- 9. ☐ Assignment Papers (cover sheet & document(s))
- 10. ☐ 37 CFR 3.73(b) Statement ☐ Power of Attorney
(when there is an assignee)
- 11. ☐ English Translation Document (if applicable)
- 12. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations
- 13. ☐ Preliminary Amendment
- 14. ☒ Return Receipt Postcard
- 15. ☐ Certified Copy of Priority Document(s)
(if foreign priority is claimed)
- 16. ☐ Other: _____

17. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information below and in a preliminary amendment

☐ Continuation ☐ Divisional ☐ Continuation-In-Part (CIP) of prior Application No.: _____

Prior application information: Examiner _____ Group / Art Unit _____

For CONTINUATION or DIVISIONAL apps only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

☒ Claims the benefit of Provisional Application No. **60/166,949 filed November 22, 1999**

18. CORRESPONDENCE ADDRESS

Customer Number 25096 / Barcode



25096

PATENT TRADEMARK OFFICE

Respectfully submitted,

TYPED or PRINTED NAME Steven D. Lawrenz

SIGNATURE

REGISTRATION NO. 37,376

Date 11/22/2000